



# DIGITAL MARKETING and SALES

Online Advanced Career Training

School Name here

### Advertising and Outreach Specialist

Learn how to create advertising pieces for print and digital media. This course will teach you to develop and execute all stages of an advertising campaign, from writing ad copy to story-boarding and measurement.

### Digital Marketing Strategist

This online course will teach you how to drive traffic, generate leads, and increase conversion through well-defined marketing strategy.

### Sales Manager

This course will teach you the theories behind effective sales management. You will learn what skills are needed to be a successful sales representative and how these factor into building and leading a sales team.

### Sales Representative

The Sales Representative course will train you for a career in both inside and outside sales. You will learn how to effectively communicate a product's features in anticipation of a buyer's needs. The skills you gain in this course will be vital to starting an entry-level sales representative position.

### Certified Social Media Manager

This Certified Social Media Manager course provides comprehensive training and certification in social media management, equipping you with the necessary skills to effectively manage and optimize social media campaigns for businesses and organizations. Through this course, you can gain expertise in social media strategy, analytics, content creation, and community management.

### Certified Brand Strategist

This course is designed for marketing professionals, business owners, brand managers, designers, and creatives interested in developing expertise in brand strategy and management. It offers a comprehensive curriculum to help you master the latest branding techniques and strategies.

### Certified E-Commerce Specialist

This e-commerce specialist course provides in-depth training on the latest industry trends and best practices, including all aspects of e-commerce, such as website design, digital marketing, payment processing, logistics, and customer service. The program is designed to help you gain the skills and knowledge needed to success in today's competitive e-commerce landscape.

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## COURSE FEATURES:

- 24/7 Access
- Certificate of Completion
- Student Advisors included
- Books and materials included
- Financial assistance available
- Industry recognized certifications

To learn more and enroll, visit:

[careertraining.ed2go.com/webname](https://careertraining.ed2go.com/webname)